

Appln. No. 09/811,724
Response dated July 5, 2005
Reply to Office Action of June 6, 2005

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**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

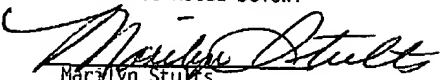
TOTAL PAGES: 3

Applicant : M. INOUE et al.

I hereby certify that this
paper is being facsimile
transmitted to the
Commissioner for
Patents Office
on the date noted below.

Serial No. : 09/811,724

Filed : March 19, 2001


Marilyn Stults

For : SYSTEM AND METHOD FOR
DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED
UPON ADVERTISEMENT USER
ATTRIBUTES AND ADVERTISEMENT
PROVIDER ATTRIBUTES

Dated: July 5, 2005

Art Unit : 2143

In the event that this Paper
is late filed, and the
necessary petition for
extension of time is not filed
concurrently herewith, please
consider this as a Petition
for the requisite extension of
time, and to the extent not
tendered by check attached
hereto, authorization to
charge the extension fee to
Account No. 06-1378.

Examiner : Alina A. Boutah

Confirm. No.: 9510

Customer No.: 01933

RESPONSE TO SPECIES ELECTION

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

S I R :

This is responsive to the Office Action mailed June 6, 2005,
the term for response to which expires July 6, 2005.

Remarks/Arguments begin on page 2 of this paper.